

Press Release

IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan

Date: August 23, 2024.

DAWN

September 2nd 2024

News Link:

https://epaper.dawn.com/DetailNews.php?StoryText=02_09_2024_603_006

Design thinking programme

INSTITUTE of Business Administration (IBA), Karachi, and Bank Alfalah have partnered to introduce the Design Thinking Programme in Pakistan, as per a press release. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of 'design thinking'.

The collaboration was officially launched at a curtain-raiser event held at the flagship Bank Alfalah Islamic Branch in Sky Tower, attended by key stakeholders from both organisations.

Design thinking is a methodology focused on understanding user needs, generating creative solutions, and developing prototypes, which has proven to be a catalyst for innovation and problem-solving.

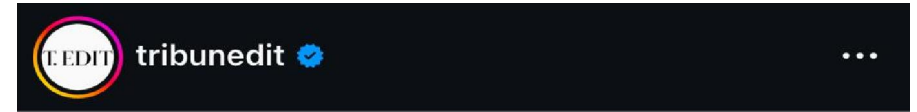
Organisations embracing this methodology often witness significant revenue, customer satisfaction, and employee engagement improvements. ■

THE EXPRESS TRIBUNE

August 28th 2024

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19



tribunedit 🚀 Exciting News! @ibakarachi_official and @bank_alfalah have joined forces with Stanford Life Design Lab to launch the Design Thinking Program in

August 28th 2024

News Link:

<https://e.thenews.com.pk/karachi/28-08-2024/page5>

IBA Karachi, Bank Alfalah & Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan



KARACHI: Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking.

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problem-solving. Organizations that embrace this methodology often witness significant improvements in revenue, customer satisfaction, and employee engagement.

Executive Director, IBA Karachi, Dr. S Akbar Zaidi expressed his enthusiasm for the collaboration and shared that "We are delighted to partner with Bank Alfalah and Stanford Life Design Lab to introduce Design Thinking to our students and the business community.

This program will equip our graduates with the skills they need to become future leaders and innovators." Recognizing the transformative potential of Design Thinking, Bank Alfalah is spearheading this initiative by becoming the first organization in Pakistan to implement the program within its senior management.

Advertorial





August 27th 2024

News Link:

<https://theazb.com/iba-karachibank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-designthinking-in-pakistan/>

IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan.

 Syed Uzair Shah Gillani · August 27, 2024  0



 **Karachi:** Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the



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News Link:

Web:

<https://startuppakistan.com.pk/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>

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Startup Pakistan
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Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking.

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#IBAKarachi #bankAlfalah #Lab #Pakistan

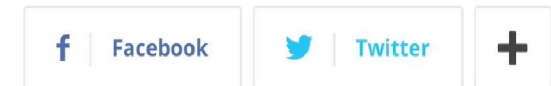


BUSINESS

IBA Karachi, Bank Alfalah and Stanford Life Design Lab Collaborate to Foster Design Thinking in Pakistan

By Musab Malik August 27, 2024

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August 27th 2024

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pro_pakistani This partnership between Bank Alfalah, IBA and Stanford Life Design Lab marks a significant

IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan

By Press Release

Published Aug 27, 2024 | 3:18 pm



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News Link:

Web:

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Twitter:

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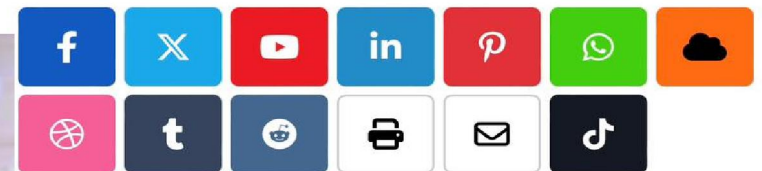


NEWS

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BY ACADEMIA MAG 📅 AUGUST 27, 2024

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August 27th 2024

News Link:

<https://peshawartoday.com/2024/08/27/iba-karachi-and-bank-alfalah/>



IBA Karachi to foster Design Thinking in Pakistan

👤 Siddiqi ⌚ August 28, 2024 📁 People & Events 🕒 3 mins read

Institute of Business Administration (IBA), Karachi, and Bank Alfalah partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking. The partnership was officially launched at a curtain-raiser event held at the flagship Bank Alfalah Islamic Branch in Sky Tower, attended by key stakeholders from both organizations. Design thinking is a methodology focused on understanding user needs, generating creative solutions, and developing prototypes, which has proven to be a catalyst for innovation and problem-solving. Organizations that embrace this methodology often witness significant improvements in revenue, customer satisfaction, and employee engagement.

Daily Parliament Times

August 27th 2024

News Link:

<https://www.dailyparliamenttimes.com/2024/08/27/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>



Karachi, (PR) : Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking.

August 27th 2024

News Link:

<https://thefridaytimes.com/27-Aug-2024/iba-bank-alfalah-partner-to-introduce-stanford-s-design-thinking-programme-in-pakistan>

IBA, Bank Alfalah Partner To Introduce Stanford's Design-Thinking Programme In Pakistan

Introduced in collaboration with Stanford Life Design Lab, the initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design-Thinking

News Desk

Advertorial, News

August 27, 2024



August 27th 2024

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<https://peshawartoday.com/2024/08/27/iba-karachi-and-bank-alfalah/>

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BY PESHAWARTODAY — AUGUST 27, 2024

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IBA, BAL and Stanford Life Design Lab collaborate to foster Design Thinking

 Admin

15 hours ago



IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan

ISLAMABAD (WEB NEWS)

Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking.

August 27th 2024

News Link:

<https://educations.pk/blog/2024/08/27/iba-karachi-bank-alfalah-and-stanford-life-design-lab-work-together-to-promote-design-thinking-in-pakistan/>



IBA KARACHI, BANK ALFALAH, AND STANFORD LIFE DESIGN LAB WORK TOGETHER TO PROMOTE DESIGN THINKING IN PAKISTAN.

👤 Sidra Awais | 📅 August 27, 2024

The Design Thinking Program was introduced in Pakistan through a partnership between Bank Alfalah and the [Institute of Business Administration \(IBA\)](#), Karachi. This ground-breaking project, in association with Stanford Life Design Lab, is to provide senior executives and management specialists with the effective instruments and perspective of [Design Thinking](#).

Key stakeholders from both organisations attended a curtain-raiser ceremony hosted at the flagship Bank Alfalah Islamic Branch at Sky Tower to officially collaborate.



August 27th 2024

News Link:

<https://technbiz.com.pk/news/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>

IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan

by TechnBiz | 27 8, 24 | 0 comments



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August 28th 2024

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<https://www.biztoday.news/2024/08/28/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>

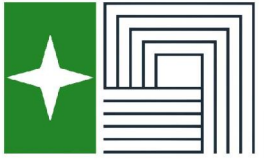
BUSINESS & FINANCE | **NEWS**

IBA Karachi, Bank Alfalah and Stanford Life Design Lab collaborate to foster Design Thinking in Pakistan

📅 Posted on August 28, 2024 UTC 🌟 0



ISLAMABAD/KARACHI: Institute of Business Administration (IBA), Karachi, and Bank Alfalah, partnered to introduce the Design Thinking Program in Pakistan. In collaboration with Stanford Life Design Lab, this innovative initiative aims to equip management professionals and senior executives with the powerful tools and mindset of Design Thinking. The collaboration was officially launched at a curtain-raiser event held at the flagship B



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August 27th 2024

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<https://pcn58.com.pk/index.php/2024/08/27/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>



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News Link:

<https://bnews99.com.pk/index.php/2024/08/27/iba-karachi-bank-alfalah-and-stanford-life-design-lab-collaborate-to-foster-design-thinking-in-pakistan/>



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August 28th 2024

News Link:

[https://jehanpakistan.com/epaper/detail_news.php?news=%2Fepaper%2Fkarachi%2F280824%2Fp2-01%20\(22\).JPG](https://jehanpakistan.com/epaper/detail_news.php?news=%2Fepaper%2Fkarachi%2F280824%2Fp2-01%20(22).JPG)

آئی بی اے کراچی اور بینک الفلاح میں ڈیزائن تھکنگ پروگرام متعارف کرانے کیلئے شراکت داری

کراچی (سٹی ڈیسک) انسٹی ٹیوٹ آف بزنس ایڈمنسٹریشن (IBA)، کراچی اور بینک الفلاح نے پاکستان میں ڈیزائن تھکنگ پروگرام



متعارف کرانے کے لیے شراکت داری کی۔ اسٹیفنورڈ لائف ڈیزائن لیب کے تعاون سے، اس اختراعی اقدام کا مقصد انتظامی پیشہ ور افراد اور سینئر ایگزیکٹوز کو ڈیزائن کے طاقتور ٹولز اور ذہنیت سے آراستہ کرنا ہے۔ اس تعاون کا باضابطہ آغاز اسکاٹی ٹاور میں فلیگ شپ بینک الفلاح اسلامک برانچ میں منعقدہ ایک پردہ اٹھانے والے پروگرام میں کیا گیا، جس میں دونوں اداروں کے اہم اسٹیک ہولڈرز نے شرکت کی۔ ڈیزائن سوچ ایک ایسا طریقہ کار ہے۔ ایگزیکٹوز ڈائریکٹر، IBA، کراچی،

ساتھ شراکت داری کرتے ہوئے خوشی ہو رہی ہے تاکہ ہمارے طلباء اور کاروباری برادری کے لیے ڈیزائن تھکنگ متعارف کرائی جاسکے۔ بینک الفلاح کے صدر اور سی ای او عاطف باجوہ نے کہا کہ "ہم ڈیزائن تھکنگ کو پاکستان میں لانے کے لیے IBA اور Stanford Life Design Lab کے ساتھ تعاون کرنے کے لیے پرجوش ہیں۔" انہوں نے کہا کہ "یہ شراکت داری جدت طرازی اور کسٹمر ویلیو پیدا کرنے کے ہمارے وژن کے مطابق ہے۔"



August 29th 2024

News Link:

<https://awamiawaz.pk/epaper/20240829/page5.php>

آء بي اي ڪراچي ۽ بينڪ الفلاح ۾ ڊيزائن ٿڪنگ پروگرام متعارف ڪرڻ بابت معاهدو

بينڪ الفلاح سان پائيواري شاگردن ۽ ڪاروباري برادري لاءِ فائديمند ثابت ٿيندي: اڪبر زبدي



ڪراچي (پ ر) نستيٽيوٽ آف بزنس ايدمنسٽريشن (آء بي اي)، ڪراچي ۽ بينڪ الفلاح، پاڪستان ۾ ڊيزائن ٿڪنگ پروگرام متعارف ڪرائڻ لاءِ پائيواري ڪئي. اسٽينفورڊ لائف ڊيزائن ليڊ سان پائيواري ڪري اسان جي شاگردن ۽ ڪاروباري برادريءَ لاءِ ڊيزائن ٿڪنگ متعارف ڪرائي. هي پروگرام اسان جي گريجوئيشن کي انهن صلاحيتن سان ليس ڪندو جيڪي انهن کي مستقبل جي اڳواڻن ۽ جدت پسند ٿيڻ جي ضرورت آهي. بينڪ الفلاح، IBA، ۽ Stanford Life Design Lab جي وچ ۾ اها پارٽنرشپ پاڪستان جي علم تي ٻڌل معيشت جي سفر ۾ هڪ اهم سنگ ميل جي نشاندهي ڪري ٿي. هي تعاون جدت ۽ تخليقيت جي ثقافت کي فروغ ڏيڻ سان ملڪ جي اقتصادي ترقي ۽ ترقي ۾ حصو وٺندو.

ڪراچي (پ ر) نستيٽيوٽ آف بزنس ايدمنسٽريشن (آء بي اي)، ڪراچي ۽ بينڪ الفلاح، پاڪستان ۾ ڊيزائن ٿڪنگ پروگرام متعارف ڪرائڻ لاءِ پائيواري ڪئي. اسٽينفورڊ لائف ڊيزائن ليڊ سان پائيواري ڪري اسان جي شاگردن ۽ ڪاروباري برادريءَ لاءِ ڊيزائن ٿڪنگ متعارف ڪرائي. هي پروگرام اسان جي گريجوئيشن کي انهن صلاحيتن سان ليس ڪندو جيڪي انهن کي مستقبل جي اڳواڻن ۽ جدت پسند ٿيڻ جي ضرورت آهي. بينڪ الفلاح، IBA، ۽ Stanford Life Design Lab جي وچ ۾ اها پارٽنرشپ پاڪستان جي علم تي ٻڌل معيشت جي سفر ۾ هڪ اهم سنگ ميل جي نشاندهي ڪري ٿي. هي تعاون جدت ۽ تخليقيت جي ثقافت کي فروغ ڏيڻ سان ملڪ جي اقتصادي ترقي ۽ ترقي ۾ حصو وٺندو.



August 28th 2024

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اور ذہنیت سے آراستہ کرنا ہے۔ اس تعاون کا باضابطہ آغاز اسکاٹی ٹاور میں فلک شپ بینک الفلاح اسلامک برانچ میں منعقدہ ایک پردہ

کراچی (سٹی ڈیسک) انسٹی ٹیوٹ آف بزنس ایڈمنسٹریشن (IBA)، کراچی اور بینک الفلاح نے پاکستان میں ڈیزائن تھکنگ



انھانے والے پروگرام میں کیا گیا، جس میں دونوں اداروں کے اہم اسٹیک ہولڈرز نے شرکت کی۔ ڈیزائن سوچ ایک الٹا طریقہ کار ہے۔

پروگرام متعارف کرانے کے لیے شراکت داری کی۔ اسمبلی رڈ لائف ڈیزائن لیب کے تعاون سے، اس اختراعی اقدام کا مقصد انتظامی پیشہ ور افراد اور سینئر ایگزیکٹوز کو ڈیزائن کے طاقتور ٹولز